The STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

THIS MONTH'S COVER

The cover design, a fantastic representation of the world being brought to Pittsburgh, was drawn by Mr. Pallesen who was responsible for much of the art work for our International Exposition.

The interesting panels above the elevators on the Eighth Floor showing the various periods of furniture-making were painted under his supervision as were also the panels on the Fourth Floor depicting the historical development of costume.

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's "The Big Store"; printed and bound in our own printing shop

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THE INTERNATIONAL EXPOSITION

A New Vision in Merchandising

Fifteen years ago a man would have been laughed to scorn had he dared to say that a buyer should be acquainted with color and line. Recently there has been a striking change in this feeling. Today every buyer must know something about style, and style is nothing more nor less than art and design in merchandise.

One of the purposes of our International Exposition is to awaken in all our minds the fact that art and design are important and do exist in all merchandise.

Another purpose is to show the great influence of the merchants of all ages on art. The merchandising of today, as was the trading of ancient times, is the greatest individual influence on art. The traders had the money; they created an incentive for more art and better design, by finding a market for the artists' work.

Today when anyone wants the arts of man's making, he must come to the stores. Here are found the products of the most skilled artists and artisans. The progressive stores realize that their work is more than just buying and selling—that they are leaders in awakening a desire for the more beautiful things.

In promoting such an event as this International Exposition, our store places itself as a leader in the broader merchandising—a leader willing to accept the responsibility to art as well as to commerce.

(From a talk by Mr. E. J. Kaufman at the Buyers' Meeting, October 8, 1926)

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Interesting Events of Last Month

THE CHILDREN'S PAGEANT

The Children's Pageant, showing the beautiful new styles for autumn and winter, in coats, dresses, hats, shoes and gloves, was given in the Auditorium, September 30, October 1 and 2 by the pupils of Mamie W. Barth's Dancing Academy. This is the second affair of this kind given by the Boys' and Girls' floor and the crowds gathered in the auditorium to see it prove that it was most successful.

The audience was held spell-bound from the time little four year old Margie stepped on the stage with the air of a finished model, until the last step of the Charleston echoed through the Auditorium.

The outfits worn by the children from the practical play and school clothes to the party frocks were beautiful. The little tots, four to six, were cunning in their little prints and challis. Their older sisters were just as attractive in the straight line and belted models with sport coat and felt hat for school wear.

The boys' outfits, from shoes to hats, were the last word in the correct style for boys.

The dress clothes and party frocks were creations to delight the heart of any child and suit the taste of any parent. There were many beautiful imports worn by the children and juniors. All the dresses, coats, hats, shoes and gloves worn in the pageant were selected from stock in their respective departments on the third floor.

Miss Mildred Walker (Miss Pittsburgh—1925) was one of our junior models and wore some beautiful creations for the junior miss.

The efforts of Miss Collins and Miss Weber helped to make the Children's Pageant an event of such merit.

C. McLain.

BUDGET LECTURES

During "Better Homes Week," October 4 to 9, a series of lectures was given in the auditorium under the auspices of our Budget Bureau.

The lecturers were: Miss Clara L. Dombey of the Union Trust Company, Cleveland; Mrs. Lily Hasworth Wallace, of the City Federation, New York; Mrs. Edith McClure Patterson, General Federation of Women's Clubs, Dayton, Ohio; Mrs. Bessie Q. Mott, Specialist in Banking and Investments, New York; Miss Lucy Jeanne Price, writer and speaker, New York.

These speakers, everyone of whom is a specialist in some angle of finance of importance to women, spoke to large interested audiences. That the women of Pittsburgh are aware of the value of budgeting was proved not only by their attendance at these lectures, but by their appreciation of the service of our Budget Bureau. It is an interesting fact to know that our Budget Bureau serves from twenty-five to seventy people each day—helping them to solve their financial problems.

NEW ARRANGEMENT OF JEWELRY DEPARTMENT

The Jewelry and Silverware Departments have been rearranged to give broader aisles for the greater convenience of shoppers and more space for the display of merchandise.

The watch repair and jewelry repair desks have been moved to the Fifth Avenue Balcony.

NATIONAL MUSIC WEEK

Once more Kaufmann's assumed the honor of assisting in the "National Music Week" program offered in Pittsburgh. Every afternoon and Saturday morning in our Music Salon on the Eleventh floor, a program was rendered by leading musicians and musical organizations. The patrons of the store showed their appreciation by attending in large numbers.

The participants in the program were:

The Trio from KDKA Little Symphony Orchestra.

"Whitey Kaufmann's Orchestra" under the direction of Whitey Kaufmann himself.

Miss Dorothy Miller Duckwitz, playing The Mehlin Welte-Mignon piano, and Elias Breeskin, Concert Meister and Violinist of the Grant Theatre.

Mr. Raymond Burt, International Pianist.

Mr. Benne Henton, Saxophone Virtuoso, accompanied by James F. Boyer.

The American Legion Band, East Liberty Post No. 5, directed by Charles O. Caputo.

One can readily see that Kaufmann's had the best possible talent for its share in the National Celebration. We are sure that everyone who was able to listen to the different programs agrees that it was indeed a successful Music Week.

S. J. Dickler.

DRESSMAKING EXPOSITION

During the week of October 11 to 16, the Auditorium displayed many beautiful materials of wool and silk in all variety of designs. This excellent display was in conjunction with the Dressmaking Exposition of Pictorial Review Patterns.

Ten lessons on choosing the types of dress to suit the individual figure, on cutting, fitting and making the clothing were given to large, attentive groups.

CHANGE IN TRAVEL BUREAU HEAD

Mr. J. W. Fuchs who was in charge of our Travel Bureau for more than a year has been promoted to the position of District Passenger Agent of the American Express Company in Kansas City, Missouri. Mr. Fuchs was well known to many fellow-workers who appreciated his willing assistance when they were planning a trip.

We congratulate him on his promotion and wish him all success.

We offer a hearty "How-do-you-do" to the new head of the Travel Bureau, Miss Nora Lund, who comes from the American Express Company's Travel Department in Newark, New Jersey.

Not what we have,
But what we use;
Not what we see,
But what we choose—
These are the things,
That mar or bless,
The sum—
Of human happiness.

Twas Ever Thus

The Accused: "I was not going 30 miles an hour—not 20, not even 10; in fact, when the officer came up I was almost at a standstill!"

The Magistrate: "I must stop this or you'll be backing into something. Forty shillings!"—*Tattler.*

STOP — READ — CONSIDER

ENTER THE "MY IMPRESSION OF THE EXPOSITION" CONTEST

What Do You Know About the Exposition?

"A great deal," we all answer—and mean it. We heard about the Exposition in group meetings where Mr. I. D. Wolf and Mr. Abbott told about the development of the idea and opened the curtain a little on the plans for November, and from our buyers. We have an unusual opportunity to see the exhibits in all departments. We can study the windows and the daily newspaper advertisements. We know about the special events in the auditorium and about the speakers of nation-wide repute who will be here at various times during November.

Then what are our ideas of it all? Outstanding impressions in our minds must be the beauty of the exhibits, the vast amount of information that is given to us by the exhibits, the many expressions of the public's interest in this presentation of art and merchandise.

The International Exposition cannot help but have made some impression on us. We have talked about it and are talking about it. All we need to do is to put those ideas down on paper and enter it in the International Exposition Essay Contest. The contest is open to all employees—the prizes make it very much worth our while to enter.

Following are the rules governing the contest:

Number of Words—500.

Subject—The Exposition as a whole or some phase of it.

Form—Essays must be submitted on 8x11 inch paper, typewritten or in ink.

Identification—You will find in the Storagram a perforated slip of paper with the same number on both parts.

Attach the one part to your paper when you submit it; retain the other part to identify your composition when the contest is over.

In this way the identity of the writers will not be known until the judges' decisions are made and the prizes posted according to composition number.

There will be five judges—three from outside the store, two store executives.

The prizes will be awarded to the essays which best express the purpose of the Exposition or which best describe or tell the story of a special exhibit.

The Prizes will be:

First	$50.00
Second	25.00
Third	15.00

Three prizes of $5.00 each.

Ten prizes of $1.00 each.

CLOSING DATE NOVEMBER 27

* * * *

Mr. Henry Kaufmann with A Group of Celebrities On Board The Leviathan

This photograph was taken after a concert given on the Leviathan for the benefit of the sufferers in hurricane-devastated Florida. It is especially interesting to readers of the Storagram because it shows Mr. Henry Kaufmann, the only one of the founders of this store who is still living.

Others in the group who are known to Pittsburghers are, Senator David Reed, Will Rodgers, Alexander P. Moore, Charles W. Hughes, and T. V. O'Connor.

We Congratulate Our House-Furnishings Departments

MR. E. J. KAUFMANN:

During the latter part of August, I purchased over fifteen-hundred dollars worth of household goods in "The Big Store."

I am writing this letter to call your attention to the extreme courtesy and kindness that I received. Mr. Berglund of the Furniture Department took me and introduced me personally to salespeople in the different departments of the store and each one was so kind that they made my buying a pleasure.

The clerks were working both for the interest of the store and also the interest of the customer. I wish to extend my personal thanks to you as one of the heads of the store, also my appreciation to Mr. Berglund, Furniture department, Mr. T. J. Crown, carpets, Miss Spohr, china, Mrs. M. Carson, kitchenware, Miss Stehle, cretonnes, Mr. Young, electrical fixtures, and last but not least Miss Curtin in the office.

Wishing all success to Kaufmann's, Inc., I am,

Very respectfully,

MRS. ELMER E. DAVIS.

Mr. Kelly Speaks at Group Meetings

At the first showing of the films on salesmanship whichare to be given regularly for several months, Mr. Kelly of the Forbes Street Delivery Department, spoke on the subject of "Bad Addresses."

He gave several examples of the confusion and trouble caused by wrong addresses. One startling example had practically every part of the address wrong. It was written:

MRS. I. W. PANZIE,
2619 Belmar Street,
Bridgeville, Pa.

After much search and with the delivery department's information on streets and their mind-reading ability the package eventually was delivered to the right place—

MRS. I. W. TANZIE,
2619 Delmar Way,
Swissvale.

So many errors on one address label is unusual, but there are enough bad addresses continually to make us all question "Why?" Mr. Kelly mentioned four things which would help the delivery department:

1. Write carefully.
2. Avoid fancy writing.
3. Print capital letters.
4. In taking a rural address, get the name of the road and some landmark.

The second set of films portrayed some excellent ideas on "Suggestive Selling." This film was shown before four groups October 12 to 15.

Certain points to be remembered are:

Do not ask "Anything else?"

Always make a definite suggestion.

Practical suggestions will gain the customer's confidence.

Tactful suggestions are appreciated even by the looker.

Do not limit your suggestions to your own department.

Avoid Colds!

Now that the summer is past and we are headed for variable weather, a word or two on the subject of "Colds" is valuable.

I. To Prevent Colds:

1. Get plenty of good wholesome rest, that is, 7 or 9 hours daily.
2. Keep your body warm, especially the chest and feet. If one's circulation is naturally poor, he or she requires more body covering than one whose circulation is active.
3. Avoid drafts.
4. Do not sleep with your head immediately under or alongside a window. You should have your bedroom window open so that you have a good air circulation in your room.
5. Drink plenty of water, this means about 6-10 glasses a day.
6. Do not overeat. This makes one sluggish and uncomfortable.
7. Take care of bowels.
8. Keep away from individuals who have colds.

II. Treatment of Colds:

1. Go to bed very early.
2. Take hot lemonade.
3. Hot foot bath.
4. Drink about a quart of water.
5. In morning take a laxative.
6. Keep body very warm.

LAWRENCE WECHSLER, M.D.

Hosiery Repair Department

A new department in the store which is especially interesting to the women employees is the Hosiery Repair service.

Runs, snags and pulled threads can be repaired so that the stocking looks practically as good as new. The original threads are used in reknitting the runs and it is almost impossible to detect traces of the repair.

Stockings to be repaired are received in the Hosiery department, first floor. You will be given prompt service.

"Zeke"

The only thing t' remove a frown is a smile.

T' hear some fellows cuss army life you'd imagine all they had was second lieutenants and beans.

The heart of every hard-boiled egg is yeller.

Bees never whine—they hum while at work, and they cooperate—result, honey.

T'git ahead it's necessary first t' show you're good 'nough to go ahead.

Some fellers is born lucky—but it is a case o' bein' wise in Mr. Adelsheim buildin' a summer shanty in Canada.

A person that operates a reducin' parlor might be said to be livin' on th' fat o' th' land.

Soup spoons oughter have side boards t' catch the tidal wave when a feller tries t' blow his soup cool.

The Storagram

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NOVEMBER

Romance or Reality?

"The romance of our merchandise," we hear so frequently and begin to be enthralled with the thought. We know that some things we sell are bought in foreign countries where they have been made under conditions unknown to us. Then when special exhibits are shown as during the International Exposition, we more than ever are impressed with the romance surrounding them. The romantic is touched with the strange. Tales of olden times and distant places put a glamor around certain objects, and we see them not for what they are, but for the history connected with them.

Romance appeals to us all, but is it not possible that in surrounding these many beautiful things with a halo, we are hiding their real value? Separating a beautiful piece of tapestry or a delicately moulded bit of pottery from its background does not lessen its beauty.

In looking at and studying the many interesting exhibits that are shown throughout the store, let us not merely surround them with a veil of romance. Let us try to look at them as they are and question why they were considered beautiful when they were made, why they are considered works of art even today. When we begin to look at objects with such questions in our minds, we will begin to catch a glimpse of the real meaning of art.

The idea of finding a new interest in our merchandise through a greater appreciation of its value can apply to all departments. It may not always be a better understanding of color and line—it may be more knowledge of a manufacturing process. When we know what makes one item more valuable than another, then only do we appreciate the better one.

If we study the exhibits or our regular merchandise with a questioning mind, we will not destroy the romance surrounding them, but we will have a greater interest in them because we have a *real* basis for appreciation.

LOST

On the Tenth Floor, a Phi Beta Delta fraternity pin. Finder please turn in at Time Keeper's Office.

Unfailing Service Marks Red Cross Record

"It has never failed us."

These words of President Coolidge, used to describe the American Red Cross, sum up its mission to render unfailing service in its own country and abroad.

One of its responsibilities is to care for service and ex-service men along lines for which no Governmental or other agency provides. The Red Cross is assisting an average of 83,000 disabled veterans and their families every month. The special needs of 242,000 men in active service in the United States and on foreign tour are met by trained men stationed with these forces. In an average of 100 disasters of various kinds every year the Red Cross aids in various ways; this year it has been the directing agency in 55 such occurrences in the United States and has assisted in 15 such abroad. In disaster relief, at home and abroad, the Red Cross has expended from July 1, 1925 to June 30, 1926, a total of $3,930,000, including a special fund for one operation of 1925. Its work for veteran and other service men and their families during the same period called for an expenditure of $4,020,000. The latter service is easily the predominant demand on the Red Cross organization at present, and it is expected to continue so for some time in the future.

Many branches of the Red Cross are constantly working, especially in the United States, for community health, safety in street and home from accident, water safety, and other equally valuable objectives.

As these services are all conducted in the name of the American people, it is in the interest of efficiency that as many Americans as can should enroll in the Red Cross ranks, that their membership may make its work even more effective. The Roll Call from November 11th to 25th, is the opportunity to join for 1927.

Why Argue?

One of the most futile things in the world is argument. If you want to persuade anybody, suggest, do not argue.

When you argue with a man you arouse his antagonism; you rarely secure his co-operation.

So, if you want a man to do anything, take any other course than argument.

There is a story floating about a man who went to a clothing store and asked to see a good woolen suit.

The storekeeper produced a suit, the customer examined it and said: "It looks pretty good, but it doesn't look like wool to me. I do not believe it is wool."

"But you like it?" inquired the salesman.

"Yes, I like it all right, but I don't think it is wool."

"Shall I wrap it up for you?"

"Sure, I guess I'll take it. But tell me, why didn't you argue with me when I told you it wasn't wool? As a matter of fact, I don't know whether it's wool or not."

"Well," said the merchant, taking his money, "you see, if I win the argument I lose the sale, so what's the use?"—*S. F. Examiner.*

LEGAL AID BUREAU

Kaufmann's Protective and Beneficial Association

EMANUEL AMDUR, Esq., Counsel.

Legal advice furnished without charge to employees of The Big Store.

Office Hours: Wednesday and Saturday, **9 to 10 A. M.** Tenth Floor

North Side Bowling League

The members of the North Side Bowling League are showing a great improvement over last year's playing. Every Monday night when the crowd assembles at the G. and A. Bowling Alleys, some one tries to break a record.

The bowlers in the store have not yet organized, but we hope they do. By the end of this season, our best cohorts will be ready to meet any bowlers the store crowd wishes to put up.

The results of Monday night, October 18, were as follows:

Mahogany vs. Poplar

	1	2	3		1	2	3
Carlin	150	141	110	Wescheler	118	120	132
Nagel	103	87	103	Noyes	101	88	83
Lunz	119	65	79	Weber	102	155	100
Boody	108	125	81	Padgett	95	112	112
Boston	71	82	75	Fastian	89	78	119
Croke	109	115	118	Stock	93	84	145
	658	615	556		548	647	691

Walnut vs. Pines

Gottschaldt	65	61	71	Bosworth	80	100	88
Doscek	91	126	118	Schmoulder	101	107	90
Spencer	98	97	100	Mueller	86	66	99
Marks	81	74	84	Beardsley	76	88	77
Wells	132	136	93	Jones	113	126	17
Bauers	72	75	95	Flaherty	104	123	98
	539	569	561		560	610	559

Birch vs. Chestnuts

Beyers	105	98	115	Claherty	61	61	72
Weaver	118	68	84	Wisekman	72	74	75
Kress	73	125	86	Chiappetti	129	107	71
Knapp	79	71	77	Waganek	57	76	98
Perkins	97	93	89	Rich	123	127	111
Bottorf	101	116	119	Staab	112	158	148
	573	571	570		554	603	575

Oaks vs. Maples

Trischler	95	99	90	Jahn	85	109	85
Engel	64	53	73	Grady	98	63	75
Goldstein	73	67	132	Paul	129	136	147
Smith	70	91	68	Roellinger	148	117	95
Brush	112	129	91	Gundecker	101	120	86
Stewart	60	105	104	Weltz	69	98	100
	474	544	558		650	646	588

⁂

Attention—Mr. Weiland—Mr. Erb

The Northside Bowling League desires a match game or a series of games with the Store League and the Forbes Street League.

Teams to consist of five men and all players must be employed by Kaufmann's.

R. M. Smith,
General Manager,
Northside League.

M. & M. Bowling League

Standing of teams—October 12, 1926.

	Won	Lost
P. R. R.	12	3
Garland	9	6
Davis	8	7
Kaufmann	8	7
Kappers	7	8
Pittsburgh Bkge.	6	9
Fort Pitt	5	10
Sterling	5	10

Members of Kaufmann's team are Mr. George Erb, Mr. Fred Weiland, and Mr. Colwes, and they are excellent representatives of Kaufmann's bowling prowess, as their record on the evening of October 19 shows:

Erb	141	138	171	125	159	734
Weiland	152	149	137	162	125	725
Colwes	137	161	132	181	145	756
Total						2215

Girls' Bowling League

The Girls' Bowling League is going over in fine shape. Unfortunately they can not get space to accommodate more than two teams, and there is a long waiting list of those who want to join the League.

The Peanuts and Cocoanuts both have some strong-armed bowlers. It looks like a close contest between the two teams all season.

Their scores for October 18 were:

Peanuts vs. Cocoanuts

Trainor	66	69	52	Bischoff	75	78	36
Caruso	49	65	72	Stock	80	52	118
Newmeyer	49	55	73	Dummy	40	40	40
DeDominico	57	55	41	Trischler	58	57	46
DeAngelo	50	57	75	McKenna	79	51	57
Lanz	60	44	56	Booth	51	45	61
	331	345	369		383	323	358

Girls' Swimming Club

Every girl in the store who enjoys a good swim is invited to "come on in." You can swim at the Y.W.C.A. pool any Tuesday, Wednesday or Friday evening.

See Mrs. Snyder, Time Keeper, for complete information about the swims. She will accompany the group to the "Y" one evening a week and is willing to help beginners.

Hallowe'en Masquerade Dance

On Thursday evening, October 14th, the auditorium on the eleventh floor, under the spell of Archie Greiner's attractive decorating, and the presence of a merry group of maskers, presented an appearance of unusual festivities.

"One of the nicest parties I have ever attended," said a fellow-worker who is a connoisseur on parties, and from all the applause and laughter of the evening, we believe that it was the general opinion of everyone. Those who were masked and had the fun of keeping the rest of the world guessing their identity of course had the best time, and made the evening all the merrier for the rest of the crowd.

All types of characters and nationalities were represented in such a fine array that the judges had no easy task in awarding the prizes. The judges were:

Miss Bond, Miss Fisher, Miss Collins.

Mr. Filson, Mr. Flynn, Mr. Moffatt.

The men winning prizes were:

Raymond Heyman of Sixth Floor as "Felix."

Isaac Jacobs—Elevator Dispatcher as "Old Black Joe."

Thurman Miller, Fur Department—the handsomest man.

The women prize winners were:

Miss Morgan, Toy Department—as "Buttercup."

Miss Lee, Beauty Salon—as "Lady Luck."

Miss Boyd, Beauty Salon—as a Spanish Lady.

There were many other outstanding costumes, original, beautiful or funny. The toy department group was appropriately and well represented with its Raggety Anns, Wooden Soldiers and other toy characters, and the Beauty Salon was equally well represented with its beautiful ladies.

After the announcement of the prize-winners, an Honor cup was presented to the department on each floor which had the best selling record for June. The cups were received for each department by the salesperson with the highest sales for that month.

The presentation of Cups was made by Mr. Joseph Meyers.

The salespeople who accepted the cups for their departments were:

Basement
Flora Lang and Anna Welte....Ladies' Coats.

First Floor
Walter Steding.....Men's Hats.

Second Floor
Leon Frederich and—
Lawrence Stauffer.....Sporting Goods.

Third Floor
Josephine Snyder.....Children's Dresses

Fourth Floor
Margaret Hickey.....Misses' Coats
Elizabeth Britt.....Women's Coats

Fifth Floor
Nancy O'Brien.....Beauty Salon

Sixth Floor
Katherine Callio and
Mary Holzworth.....Domestics

Seventh Floor
Pauline Ferguson and
Mary Sporer.....China

Ninth Floor
Charles Bedell.....Oriental Rugs

Eleventh Floor
Edward Herron.....Radio

The floor cup was won by the Fourth and was presented to Mr. Herbert Heyman, merchandise manager of the Ready-to-Wear departments. His opinion that the cup is too heavy to be moved and so should be retained by the Fourth Floor in succeeding years may be questioned by the other floors. However, he and all the fellow-workers of the Fourth Floor are to be congratulated on the record which they made for the Anniversary month of 1926.

After the presentation of the prizes and the Honor Cups, the crowd again whirled to the strains of Mr. Caputo's orchestra, which, by the way, was everything that an orchestra should be.

Credit should be given to Miss Maloney, general chairman of the party committee, and to everyone who helped to make the dance such a success.

Two "Beauties" and The Honor Cup

Miss O'Brien (who did not require much costuming to appear as a sweet little girl) had the best sales record of the Beauty Salon during June and was chosen to receive the Honor Cup for her department when it was presented at the Hallowe'en Dance.

Miss Boyle is shown in the Spanish costume which won her the prize for the most beautiful costume at the masquerade.

Rare and Valuable Exhibits Mark

The most outstanding event which has ever happened in the modern merchandising world will be staged in our store from November 1st to November 27th, when our International Exposition of Arts and Industries takes place. This is no ordinary event. Nothing like it has ever before been attempted. All the resources of the Kaufmann Organization, all the ability of its executive officers and all of its world wide contacts have been focused and marshalled upon this project which will doubtless live as the epoch making event in the department store field. The word International means just what it says because practically every civilized country will be represented. The eyes of the American mercantile world will be on us. It is a project too ambitious, too sweeping in its conception for a lesser organization than ours to attempt. The real success of the Exposition is in your hands and this is the earnest request of the management to you personally to get back of the Exposition with all the enthusiasm and ability at your command. It must succeed beyond our fondest expectations, and it will with your cooperation.

It is necessary for each to understand thoroughly the reason for this big event. Kaufmann's feel that they owe to the Pittsburgh community much more than a mere merchandising service. The executives feel that it is our responsibility to teach the buying public a keener appreciation of the art and science which enter into the production of even the most commonplace article which we sell.

For example consider a suit of clothes. There is science in feeding the sheep from which the wool is gathered. It required a great deal of scientific research and much experimentation to perfect the machinery which spins the wool into the finished cloth. The dyes which color the cloth are the result of hundreds of years' experimentation. The highest, artistic thought and taste available are employed to design the many splendid patterns which please our eye. More artistry is called into play in the design of the style. There is high romance in the growth and manufacture of the silk which lines the suit, and the buttons which are used. The machines which sew the cloth did not come into existence over night, but were improved step by step from the original idea. All the big manufacturers of suits today are calling upon the scientific and artistic world for ways and means to improve their product.

It will be hard to find an article of merchandise in our whole store which does not enlist the aid of art and science in its production. But the average purchaser does not realize the great thought, care and research which goes into the things he buys, and one object of the exposition is to show him how modern merchandise is the result of the evolution of original ideas.

Throughout the store during the month hundreds of exhibits will trace the origin and growth of the things which are now in everyday use. Our buyers have combed the world for exceptional and unusual displays. All of the manufacturers from whom we buy merchandise are cooperating loyally, some of them sending personal representatives here to explain the manufacture of their products. Various museums throughout the country, including our own Carnegie Museum, have opened their doors and loaned us some of their choicest rarities. The heads of our local universities are personally interested and have placed their staffs at our disposal to secure authentic data and interesting facts about the things which will be on display.

Important people in the scientific and artistic world, as well as some of our leading industrialists, will make special trips to Pittsburgh during November to inspect the result of our ambitious program. Throughout the month experts in art and science will come to Pittsburgh to deliver addresses on their particular subject. Noted speakers will be here to explain the scope of our idea to the people. Booths representing the various countries, in charge of attendants in native costumes, will lend a colorful background to its setting.

One of the most important exhibits will be the actual demonstration of the new system of radio photography. Through co-operation with the inventor and the Westinghouse Electric and Manufacturing Company, photographs of world events happening in Europe, as well as in New York, will be flashed to Pittsburgh just as they are taken. These views will be used by Pittsburgh newspapers. As this is the first public demonstration of the

Our Own International Exposition

electric transmission of photographs in Pittsburgh, it is needless to say that it will create profound interest.

The romance and development of moving pictures will be shown sometime during the month by an exhibition of the first moving pictures ever taken. How interesting it will be to observe the contrast between the crudity of the old-timers and the present finished product.

In such a brief article, it is, of course, impossible to mention all the interesting things which are coming, but the following will give you a suggestion.

An exhibit of old hats and old shoes.

A $50,000.00 model of the Mauretania.

The process of stocking making.

How silk umbrella covers are made.

A display of gloves and handbags of forty years ago.

A collection of umbrellas from all parts of the world.

An exhibit of animals and hides used in connection with the manufacture of gloves.

An actual demonstration of glove making.

Exhibits and processes of materials used in making fine writing paper.

Exhibition of progress in typewriters.

A replica of the Blockhouse, Pittsburgh, made in candy, weighing over two hundred pounds.

The first dollar watch in America.

Old-fashioned spinning wheel showing how flax is processed to make handkerchiefs.

Handkerchiefs of the Czar of Russia and the Khedive of Egypt.

Real lace mantilla worn by the Empress Elizabeth of Austria.

A collection of rare and priceless buttons.

Flower makers at work designing and producing flowers of different kinds.

How silk thread is made.

An exhibit of blouses worn fifty years ago.

Original gowns created especially for this exposition by Dreschol, Jenny and Lanvin, famous Paris designers.

The Palace of Silks—a display of distinctive silks from all parts of the world.

Philippine women making embroidery in a native hut.

Manufacture of wool blankets.

How gingham is printed.

A miniature loom from Ireland showing the process of linen weaving.

A miniature paint plant in operation.

Exhibits of enamelware manufacture.

The oldest carpet sweeper.

Display of original, antique poster beds.

Weaver at work making sun room furniture.

Motion pictures showing the manufacture of furniture from the forest to the home.

A rare collection of antique furniture, representing the various periods.

Display of raw cotton, showing the different processes from the boll to the finished product.

Oriental rug weaver at work.

Showing how linoleum is made.

The first piece of Axminster carpet ever made.

Glassware made by Lalique, dedicated especially to this exposition.

Showing how music rolls are made.

Bethovens' piano.

Marine radio transmitter and receiving device.

The development of the Victrola.

The famous Gobelin tapestries.

And the above do not scratch the surface. Every department will be represented by unique and interesting exhibits. November should be the most interesting month in the experience of the store. Thousands will throng the store daily, and it will give all of our employees an opportunity to put their best foot forward by enthusiastic and intelligent attention to their various duties.

Our store enjoys its ever increasing growth and prestige because the people of our community look to us for leadership. This confidence reposed in us by the public carries grave responsibilities. It means we must be sure, doubly sure, that we are right whether in the sale of a spool of thread or a seal skin coat. Our International Exposition carries out this idea. The things which will be shown are authentic because we have called upon the best minds in the country to make them so. The spirit of exactness and authenticity is reflected in the merchandising policy of the store.

A department store also is judged by the alertness and attitude of its personnel and here indeed is a glorious opportunity for all of us to prove that we are very much on the job.

Department Reporters

Basement—Miss Esstreicher—Dresses
1st Floor—D. K. Thompson—Jewelry
Mr. Simon—Drugs
Miss Lemon—Stationery
2nd Floor—Ruth Barry—Sweaters
3rd Floor—Miss E. Miller—Infants' Wear
Mrs. C. McLain—Children's Wear
4th Floor—Saul Shaeffer—Misses' Dresses
5th Floor—Miss McCormick—Millinery
Dave Gluckman—Shoes
6th Floor—Mr. Greer—Wash Goods
Miss Epstein—House Dresses
7th Floor—Miss Schilling—House Furnishings
8th Floor—Mr. Kolling—Furniture
9th Floor—Mr. Derby—Draperies
10th Floor—Miss Sobel—Auditing
11th Floor—Mrs. Fields—Gift Shop
12th Floor—Jack Lagorio—Stock Room
Forbes —P. J. Gavin—Delivery
—Joe Hadley—Garage
N. S. S. S.—R. M. Smith

Fourth Floor

On Monday, October 5, Mr. Sexton returned to the store after a three months' trip abroad. He visited England, France, Germany, and Switzerland, and says that he enjoyed every bit of the journey.

We are glad to see him back and judging from his smile, he's rather glad to be with us again.

"What a beautiful cup!", some of our customers exclaim. This is the story of how the cup happened to arrive on Fourth floor: On Thursday night, October 14, Mr. Heyman was presented with the cup at the Hallowe'en masquerade dance. The Honor Cup belongs to Fourth floor, in recognition of its sales record during June, the anniversary month. It will be ours until next June, when the other floors will have another chance to gain it. We will work to keep it for another year, for Mr. Heyman declares that it is too heavy to move.

We take pleasure in announcing another promotion from floorman to training for floor superintendent on Fourth Floor. Mr. Heider who has been with us only a short time is the third floorman to get into the floor superintendents' ranks from this floor in six months. We think that Mr. Sexton also is to be congratulated on his training ability.

Our sympathy is given to Mrs. Cunningham whose brother died, October 10.

Third Floor

Miss Betty Herbert of the Childrens' department slipped quietly away, September 16, and was married to Mr. John Quinn of Wilmerding. The happy couple will reside with Mr. Quinn's mother.

Best wishes and lots of luck to Betty Quinn and her husband.

Cecelia Messinger is seen quite often with a tall handsome stranger. Someone said he is Cecelia's brother, but we wonder, because he is too nice to be *only* her brother.

Agnes Stokes is with us again after a long absence on account of illness. We hope that she continues to get "better and better, every day, in every way."

Mr. Rowan Speaks to the Boys' Clothing Department

At the weekly meeting of the Boys' Clothing Department, October 5th, the department had as their guests, Mr. West, Mr. Voelker, salespeople from the Boys' Furnishing and Hat Departments, and Mr. M. E. Rowan, president of the Elder Manufacturing Company, makers of the "Tom Sawyer" suits and blouses. Mr. Rowan was kind enough to favor us with a short talk. The text of Mr. Rowan's talk was:

"It might interest you to know just how we started in the wash suit business. My first trip to Pittsburgh was in July, 1916, with a line of men's shirts and boys' blouses. A short while before, we had bought quite a number of small factories two of which had been ladies lingerie and middy factories, stocked with raw materials which we did not know how to use.

As usual I was showing my line of men's shirts and blouses to Mr. Powers. After he bought some of that line from me, he picked up a romper and said, "Eddie, if you can make me up to 200 dozen rompers like this, I would be glad to give you an order for them." I went back to St. Louis and utilized the ladies lingerie and middy factories to make rompers. So I have always had a soft spot in my heart for Kaufmann's, because they really started us in the manufacture of boys' wash suits.

I am naturally enthusiastic about my line of wash suits and blouses, and I think that I am justified. In ten years our wash suit business had increased from $175,000 the first year to $2,500,000 last year. There must be good reasons for this, and you are interested in these reasons which are your selling points. To be a good salesperson, you must know something about the manufacture of the article you are selling. "Tom Sawyer" blouses and wash suits are known all over the country for their fast color materials, full sizes, standard make, best of trimmings, and an unqualified guarantee on every garment.

You are in one of the largest Boys' Clothing and Furnishing departments in the country and you ought to be proud of it. I am pleased that Tom Sawyer suits are confined exclusively to Kaufmann's in Pittsburgh, and I think that they have been one of the contributing factors to your department's great success."

Contributed by Mr. Wolfstead.

First Floor Fliers

Mr. Wills, new floorman in the Jewelry department is ready to tell anyone the location of beautiful vacation spots in Canada. It doesn't take one long to discover how enthusiastic he is about that part of North America.

The repair desk has moved to the balcony, and of course its captain, Miss Blanche Saylor, went with it. Kindly pass this information on to certain young men who are interested in this department.

Ribbons form a good background for many happy romances. At least Mr. Harry Thierret of sporting goods seems to think so.

Cashiering in the Jewelry department is a certain path to matrimony. Miss Edna Alford, the present cashier, probably will be giving some other girl the chance to get into that lucky job soon. Mr. Jay Jury is the fortunate man in this case.

'Tis rumored that Margaret Kiley is studying "How to Manage a Hotel" with the idea of helping to manage one in the not far distant future.

Sutoir Watches

Have you seen the dainty Sutoir watches in many novel designs that are displayed in the Jewelry department? They contain high grade Swiss works and are guaranteed to keep time just as accurately as any wrist watch. These tiny watches are in the shape of balls and bells of French enamel, some of them beautifully set with marcasites. The watches were chosen by Mr. Albright when he was in Europe, and are extremely popular.

There were a number of people in the drug department very much interested in the World Series. The fourth inning was most lucky for a certain party.

Mrs. Coslow, formerly Miss K. Rafferty, wants to thank the store and the department for the lovely gifts she received from them.

If you want to know what is new in the way of manicure preparations, ask Mollie at the Cutlery counter.

Miss Betty Kaufmann has been combing her hair differently lately. We wonder who she is trying to please.

Amelia Stepanovitch knows how to give service. But it is an easy task for her, because every time she smiles, she wins a friend.

The Three Musketeers of the drug department are ever waiting to give the employees the best of service at all times. Courtesy and interest is their motto.

Ten New Ones

Boys and girls of a congested neighborhood were invited by their grade teacher to write their own Ten Commandments. These ten- to twelve-year-old children produced remarkable rules of conduct, such for example, as these:

Get up early and don't forget when the rooster crows it is time to get up. If you live where there ain't no rooster buy an alarm clock.

Don't try to be funny and hurt dumb animals.

Never steal your mother's change when she hides it.

You must not crook things from nobody cause maybe the one you steal from can run just as fast as you can.

Drink seven glasses of water a day.

Don't rob and don't make fun of boys' clothes and never hitch on to Mack trucks.

You must always be obigent, clean your neck, stand erect, and swallow good fresh hair.

Don't be like the cow that gives a good pail of milk and tip it over.

Every week you must have a bath and don't do no murderin.

Never hurt your mothers feelings or treat her bad.

—"Tips."

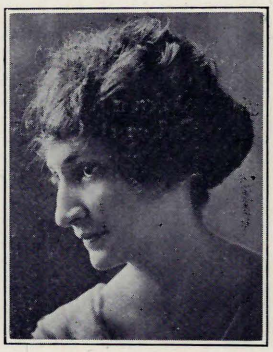
Basement

Miss Bertha Burgman was married to Mr. Maurice Kailic on October 6. Her department presented her with a beautiful woolen blanket. Mr. and Mrs. Kailic spent their honeymoon in Atlantic City and Philadelphia.

Mr. O'Donnell is back from his vacation and honeymoon looking very happy.

Miss Lenihan of the Basement Alteration department has been ill in the hospital for some time. We wish her a speedy recovery.

It is good to see Miss Marie Strett back in the wrapping desk after her absence due to an attack of tonsilitis.



Mrs. Watson
Basement Dress
Department

This is a natural smile of Mrs. Watson, which may be one reason for her many friends in the Basement. She is still happy over her visit to Huntingdon, W. Va.

Miss Anna Haynos who is to be married soon was given a shower by the girls of her department. She received many beautiful gifts.

Mr. Charles Cmarada of the Basement Coat Department who made his first buying trip to New York recently had a thrill—first of the Big City and then from the market. We are sure there are many more interesting experiences in store for you, Charles.

Buyers and members of the dress department presented Max Antis with a fountain pen and pencil set before he left for New Orleans where he has accepted a new position. We wish him much success.

Max was very popular in the Basement and he will be missed by all his friends.

We offer our sympathy to Mrs. O'Donnell of the coat department whose mother died recently.

No wonder hubby was pleased with the new "bob." It certainly is very becoming, Mrs. Hass.

NEW MEMBERS OF THE EMPLOYMENT DEPARTMENT

Miss Gertrude Strauss

Miss Strauss was transferred from the Mail Order Department to the Employment Office where she now very capably fills the position of Employment Supervisor.

Miss Ida Kirch

Doubtless many of you are acquainted with Miss Kirch who occupies the front desk in the Employment Office. Miss Kirch has been in the store since July. For two months, she was on the contingent selling force and since September has been Preliminary Interviewer in the Employment Department.

When Knights Were Bowled!

"Willie," asked the teacher, "what was it Sir Walter Raleigh said when he placed his cloak on the muddy road for the beautiful queen to walk over?"

Willie, the ultra modern gazed about the classroom in dismay, and then, taking a long chance, replied:

"Step on it, kid!"

Tenth Floor

On Thursday, September 23, Miss Helen O'Brien gave a miscellaneous shower in honor of Mrs. Thomas Robertson, better known as Miss Mary Bernard. Dinner was served to twenty.

TID-BITS FROM MARY'S SHOWER:

How we'd hate to be Margaret Sonata's friend after she had eaten all those fancy onions.

Miss Sophie Daniels rendered a solo "O, How I Miss You Tonight." Poor Doc!

Miss Helen Wieseckel helped serve, but her mind was not on her work. Mack was absent.

Leona surely missed the eats. She starved herself two days ahead of time and then did not come.

It seems as though Cass can not get enough olives and Bebe enough Leo.

Mail Order Department

The members of "Ann Adams" department took advantage of some beautiful autumn weather and went "a-picnicking" to Mrs. Chisney's at Evergreen Hill, the evening of September 30. Everyone who was there attests to the success of the corn roast.

Mrs. Coennen from the Boys' Clothing and Mrs. Mattern from Silks have been transferred to the Mail Order department. We welcome them to our department, and hope they are enjoying their new work.

Miss Lauretta Reynolds of this department was married to Mr. Harry Grover on October 30. Mr. and Mrs. Grover will make their home in Johnstown, Pa. Many happy years to them!

Another Victim of "Luff"

The Advertising Department on October 23rd, was startled, shocked, benumbed, or whatever you want to say, when it learned from the Marriage License Bureau that Our Most Noble and Esteemed Brother in our profession, Jake P. Miller, was stricken very badly by a bug called "luff" and proceeded to tie, bind and wrap himself to the order of Matrimony with a sweet little girl by the name of Miss Yetta Victor of Pittsburgh.

His many friends wish him luck and some offer their sympathy to the late bachelor.

A SMILE THAT DOESN'T WEAR OFF
Miriam Jean Dart, daughter of Mr. B. E. Dart of the Superintendent's Office

Seventh Floor Notes

We are not so sure, Ralph, about your whole heart being in Davenport, Iowa.

For information about "Romeo" and how 3 in 1 became 4 in 1, ask Mary Loy.

October 13, lucky or unlucky, the "Four Horsewomen" of the seventh floor went to see "Ben Hur" in a yellow chariot.

The China department extends its deepest sympathy to Miss McKim and her sister in the loss of their mother. They also sympathize with Mr. and Mrs. Vidt in the death of their son who was a co-worker at Forbes Street Service Station.

Miss Sarah Meiser surprised everyone in the department when she quietly slipped away and was married. Our best wishes go with her for a happy wedded life.

By the way, come and get acquainted with our new little office girl. Her slogan is "laugh and grow fat."

A gentleman approached Miss Sporer and asked to be shown a sauce boat. "Single?" asked Miss Sporer. "Hard luck," said the customer, "I'm married and have three children."

HARD LUCK

Playing on the Homewood Nine,
"Cal Pack" used to spend his time;
But he broke his ankle bone
When he made a slide for home.
Now we're glad to see him back
After six weeks on the rack.
Though he still walks with a cane
He's not in any way to blame
For he's now a little lame.

Flowers "represent a hope and speak of a goodness of heart not to be found, where they are absent."

Our annual Dahlia Show proved this to be true of many people who came to admire these beautiful flowers and to order bulbs with which to beautify their gardens. These gorgeous and many colored blooms certainly added much to the attractiveness of the seventh floor and afforded joy to all who saw them.

The employees of the Housefurnishings department extend their sincere sympathy to Mrs. Stubbs whose mother died recently.

We also lost by death our faithful porter, Anderson Durham. Anderson always was on hand to help anyone and had a ready smile for all.

For some reason or other, the Liberty tubes are quite fascinating to Anna.

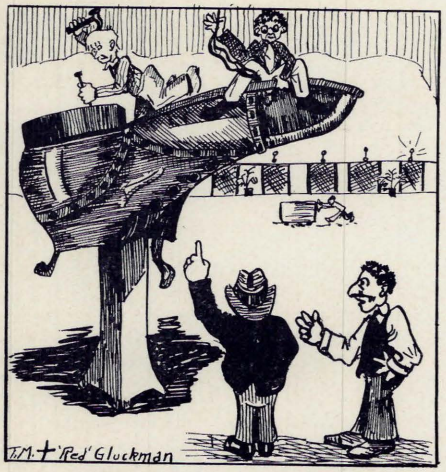
New articles asked for in the Housefurnishings department:

A wind-mill (meaning an electric fan).
Rubber pipe (garden hose).
Fly extinguisher (fly exterminator).

The seventh floor "picnickers" regret that Mr. Hanna's name was not mentioned in the write-up of the corn-roast in the October Storagram. Mr. Hanna helped to make the picnic the success it was, and everyone appreciated his efforts.

NOVEMBER
NO ACCIDENT MONTH
WATCH YOUR STEP

Shoe Findings



Customer—Does that belong to the old lady who had so many children?

John Ristan—No. That's a monument to the good work of the shoe repair shop.

SHOE REPAIR SERVICE

In the space apportioned to the Shoe department, I would like you to get more intimately acquainted with, besides the personnel, the different divisions of it. The one, in particular, this time being the shoe repair shop.

The shoe repair shop is something which no modern, up-to-date retailing shoe establishment could do without, and ours is one of which we are justly proud of the service rendered, both as to quality and quantity. While it does not make a specialty of work done "while U wait," this is one of the reasons why it gives a high grade of workmanship in comparison with other places who specialize in this service.

The prices are *reasonable* for its many services, and vary accordingly. Besides the usual repairs such as half and full sole, rubber sheathing, heels, etc., a service featured is the putting on of colored heels. Another, is the tinting of any shade of white satin shoes. Still another, is the Goodyear stitching of the soles on old shoes. Buckles are put on permanently at no cost when they are purchased here, as are also Kant-slips sewed in at the counters, thus holding them securely for all time. Buttons are put on free of charge, so, in case you meet with an unexpected accident of this sort, you will know where to guide your footsteps. Besides its customary work, the facilities and personnel of the shop are pressed into service with the repair of suit cases, ice skates, golfbags, music cases, and pocket-books many times.

The shop is in charge of Mr. Ristan and numbering among his cohorts are the Messrs. Messareli, Cristolini, Cereheier, Gilardi, and Mancuro.

Miss Knorr receives the repair work, assisted by William Darragh who also places the buttons on. Miss Goldstrom is the special tinter, sewing on buckles, and the newly created idea of sewing on ostrich fur to boudoir slippers.

—"RED."

After a long period of solitary confinement, the Children's department will be exposed and we will allow them to bask in the healing sunlight rays of the Storagram.

The first patient is fittingly Miss Wellington who has been sick for over a month and our only thoughts are for her speedy recovery.

Mr. Luft is officiating as case trimmer and in his eagerness to add some originality to them, and to entice the mothers to buy, we found he had added his Ford to the display.

Miss Mulholland, formerly a contingent with the women's shoes, is added to the scenery, down here now.

Miss Ripsey, Mr. Levinson and Mr. Carney are making rapid strides in the department.

Sam Braun, recently of the Basement shoes, is now selling an extra pair to every boy who comes into the department.

Mr. Car, the new manager of the department is well acquainted now and his genial personality bids fair to make him as popular as the former Mr. Burns. Ask Mr. Marsh, his assistant; he will verify it.

Mr. Oldoerp is getting very proficient in speaking German. The underlying reason for his interest is that he can ask the wife for an evening off and she naturally says "Yes" in order to get rid of the disturbing sounds.

The Library—A Valuable Aid to You

After a fruitless search for a newspaper job and down to his last dollar, Edward S. Evans took a job in a grocery store in Washington, D. C. This grocer, he discovered, was an uneasy owner of two carloads of clam juice. The grocer chose Evans and another clerk to sell this juice to other retail grocers, and they found it no easy task.

All day the two young clerks called upon grocer after grocer but neither sold anything. That night, Evans studied a can. He noticed for the first time that the label said "juice from cultivated clams." The next day with this one idea he was able to sell one case, while his partner sold none. That evening he went to the Congressional Library and asked for every book about clams and clam juice. He memorized its uses, the ways to serve it and the facts about nourishment that it contains.

Within three days, Evans had sold his carload of clam juice, and by the end of the week he had sold his partners. His salary was not increased but his job was secured and he learned the valuable lesson that people will listen to you when you have real facts to present. After this incident he spent much of his spare time at the library. By continuing to use the same methods, Evans climbed until he is one of the foremost shipping engineers of this country.

How many fellow-workers of this store are reading library books in order to understand more thoroughly their merchandise and to learn facts to give to their customers? A customer's confidence is won by the salesperson whose truthful and intelligent discussion of his merchandise is based upon the facts he has learned.

The store library contains numerous manuals which give in clear and concise form, much helpful information about the merchandise you sell. Many other books on various business topics will interest you. If you cannot find the book you want in our library, we will place your requisition with the Main Library.

Our library record for September was:

New Members	72
Books Loaned	1037

—LIBRARIAN.

News From Across The Pond

MISS ISABELLA TRACY

Of the Northside Receiving Department. We are sorry boys, but there isn't a chance in the world. Isabelle wears a beautiful diamond, and it means a lot, too.

On Saturday, September 25, the stork visited the home of Mr. and Mrs. Edward Trischler, Congratulations.

Sara Zehfuss claims that it's a shame that Finney is married. We say it's a good thing for the mail car—it's too popular already.

We're glad to see you with us again, Mr. Rupert.

Josephine thinks the boys in the Fixture Shop should sleep well "because they lie so well."

Sam Goldstein is still unable to convince Weber that Sam's grandfather was Irish.

MRS. JOHN CARPENZANO AND JOHN, JR.

The wife and young son of John Carpenzano of the Drapery work room. This photograph accounts for that smile of John's and who can blame him.

On Wednesday evening, October 27th, the Northside Bowling League is holding a "Captain's Party" in honor of the captains of the various teams. Reservations have been made for sixty men. The party will have a sauer-kraut dinner and then go to the theatre.

Among those who have made reservations and who are not stationed at the N.S.S.S. are "Coal-oil Johnny" better known as Mr. McSully of the rug department; Mr. Byrne of the Franklin Furniture Company; six furniture salesmen; Mr. Jack Boyle formerly of the Northside bunch, and Mr. Jake Geisler of the Forbes Street Service Station. This party is just a forerunner of several which the bowling league is planning.

Inspiration

Sometimes my spirit wanders far
"Mid realms of happiness,
And brings to me such thoughts as are
Too joyful to express.

"Tis not great riches nor sham sport
Can give me peace of mind;
Too soon these fly, and life is short,
I would not be so blind.

Give me true friends, with humble hearts,
And honest, wholesome fun,
From these my inspiration darts;
And my reward is won.

Life can be full and thrilling, too,
The simple pleasures last,
For they will strength and joy renew
Long after years have passed.

And memory wanders back to see
The days of early youth.
Oh! Let my inspiration be
Honor, Hope, and Truth.

ETHEL FORBES,
Shopping Bureau.

A Cafeteria Questionnaire

Will you not co-operate with us of the Employees Cafeteria?

To make our department an attractive place to which to come?

To eliminate racket and clatter as far as possible?

By suggesting to the Manager any improvement which you may consider justifiable?

To make our Dining Room neater in appearance by picking up luncheon papers and putting them in the receptacles provided; replacing chairs under tables, etc.?

To keep it quieter—making it a more restful place in which to eat?

If all employees would take an interest in assisting us to carry out the above suggestions, we feel sure everyone would be benefited, and the latter part of the day's work seem less tiresome.

The American Soda Fountain Company's salesman was in our Cafeteria recently and tested our soda water, which he found to be 38%. He said it is the best in town, and he had tested them all. He seemed to be excited about it and naturally we were pleased to be found above par.

L. H. FIELD.

"MY IMPRESSIONS of the EXPOSITION"

Open to Every Fellow-Worker of Kaufmann's

Number of words 500.

Subject—The Exposition as a whole or some phase of it.

Form—Essay must be submitted on 8x11 inch paper, typewritten or in ink.

Do not write your name or store number on the composition. Use this number as your identification.

Attach upper part to your paper when you submit it; retain the lower part to identify your composition when the contest is over. In this way the identity of the writers will not be known until the judges' decision is made and the prizes posted according to the composition number.

There will be five judges, three from outside the store, two store executives.

The prizes will be awarded to the essays which best express the purpose of the Exposition or which best describe or tell the story of a special exhibit.

THE PRIZES WILL BE

First Prize	$50.00
Second Prize	25.00
Third Prize	15.00
Three Prizes of $5.00 each.	
Ten Prizes of $1.00 each.	

Closing Date—All compositions to be considered for a prize must be handed in to the Training Dapartment, 10th Floor, on or before November 27th.

No 3508

"My Impressions of the Exposition"

No 3508

Retain this stub. You must have it to identify your composition.

Forbes Street Service Station

THEY TELL ANOTHER ONE

The other day Serafini was demonstrating to Cole how the terrible wind storm in Hollywood, N. S. blew down his Egyptian tent. While McIntyre was down on his hands and knees seeking a nickel or washers among the little particles of dust that gather on the sidewalk, Louis, for that is Serifini's name, became excited, threw his hands into the air, raised his foot to show how the tent pole left the tent and as luck would have it there was Mc's eye right where Louie's foot came up.

Women are suspicious you know and Mac had to find something to tell the Mrs. so he says. "Mrs. McIntyre I am telling you the truth, a truck dropped on my eye."

* * *

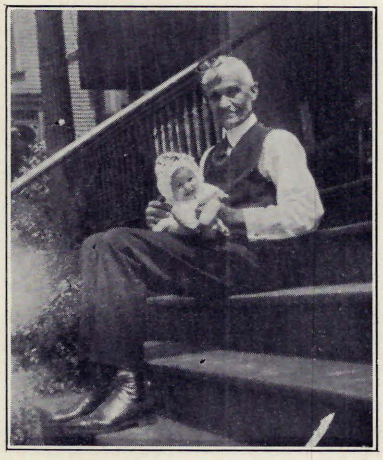
October 14, 1926.

MISS HELEN BAKER,
Storagram Editor.

Just a few lines to thank you for the wonderful commendation which I received in the October edition of the Storagram. I will truthfully state that it inspires me all the more to continue this good work.

P. J. GAVIN.

McClure on Route 40 said that the cartoon in the October Storagram on "The Beginning of a Bad Address" really was a bad one. He thinks that the label should have read "Some place in Knoxville," because the packages in his truck talk or Helpful Henry, his assistant, is a ventriloquist.



"SMILING" JOE BIEGS

Who has been our very efficient Chauffeur on Route No. 15, covering Wilkinsburg and Swissvale, for the past ten years. Chauffeur Biegs began when horses and wagons were used in the Delivery Department and has followed closely the great progress which has been made by our store in general and the delivery department in particular.

The photograph shows that the "famous smile" is going to be duplicated by Grace—the little girl who looks as if she thought everything one big joke.

* * *

Do you know Mrs. John McAfee of the packing department? We have just found out that Katherine Nellis is now answering to that name. We wish her much luck.

A FAMOUS AUTHOR AND HIS YOUNGEST DAUGHTER

Somewhere amid the pulleys and wheels, the noise of his little pump and the bang of the hammer in the Garage can be found the gentleman shown in the above picture.

Now everybody understands how cheap poetry sounds so we have decided to lay aside such at this time and make some mention of the great achievement of this great man. Every soul in the Garage understands this man's ability as a writer for he has written so much, but very few know his ability to tell stories. For the benefit of those interested we make mention of Mr. Conway and his plum trees. Now you have heard about plum trees before but never trees like these. The story he tells is as follows.

It seems that Lease gave him six little plum trees which he took home, stuck them in the ground on Good Friday or St. Patrick's Day just as the Sun was sinking in the West. After carefully watering these little trees and tenderly patting the earth about their roots, closing the garden gate so that no evil person should crush them with his clumsy foot, he lay down to rest. To his surprise the very next morning upon awakening from his slumbers turned his face to the window and behold the ground and the plum trees were covered with plums.

Possibly Mr. Conway was reading about the children of Israel in the wilderness before going to bed and has got plums and Manna a little mixed. Now you may give this little story all the credit you think it deserves but as for the Garage, we think Alex is plum wrong.

Lets Have a Perfect
Record
During November
NO ACCIDENT MONTH

How Do You Compare?

The following sale which was quoted verbatim by the shopper illustrates many points of good salesmanship:

Salesperson—"Do you want something in summer suits?"

Customer—"Yes."

Salesperson—"What size?"

Customer—"Size 4."

Salesperson displayed many suits; different styles and colors.

Salesperson—"This is a pretty little suit, and this also is an attractive one."

Customer—"Are the colors guaranteed?"

Salesperson—"Yes, indeed. These are the Jack Tar Togs and are all guaranteed."

Customer—"What is this material?"

Salesperson—"Palmer cloth—it launders nicely and wears very well—it is a sturdy cloth."

Customer—"How much are these suits?"

Salesperson—"They are now $3.95, were formerly sold for $5.95 but are reduced as it is the end of the season. It would be an excellent time to lay in a supply for next summer."

Customer—"I will take this one."

Salesperson—"Only one?"

Customer—"Yes, I will let my mother purchase more if she wants them."

Salesperson—"Very well, will you ask her please to call for Mrs. Green?" "Will you take it?"

Customer—"Yes."

Salesperson—"Will you pay for it now?"

Customer—"Yes."

Salesperson (*receiving money*)—"$5.00."

Counted change in returning it.

"Thank you. Come in again."

And the shopper added, "The saleswoman was especially courteous and interested."

Did you notice these points?

The saleswoman displayed a variety of suits.

She knew the facts about her merchandise—

The kind of cloth and its qualities.

That it was guaranteed.

That it was an unusual value.

She suggested more than one.

She was careful in counting back the change.

She made the customer feel that she was interested in her.

How do your sales compare with this?

Second Floor

Those who are interested in department 146, probably have noticed two new faces guarding the sweater aisle. We take pleasure in introducing, John Thack and William O'Brien, and hope that they will stay with us for a long time.

Mr. Broecker our new genial Floor Superintendent hasn't found everybody perfect in attendance on second floor. We happened to overhear a conversation. A girl approached with her time card. "Mr. Broecker, will you please O.K. this, I was a little late?" Mr. Broecker looked the card over with a frown and exclaimed—"A little late! Why, you were just about absent."

A miscellaneous shower was given in honor of Miss Anna Rice at her home, on October 5. Anna was very much surprised, and pleased with the many beautiful gifts that she received. She will leave us to be married on November 10. We will miss her but wish her much happiness.

Sixth Floor News

Miss M. Randall of the Corset department surprised her friends in the store by getting married. They all join in wishing her much happiness.

Upon her return from the East, she will make her home in Dormont.

Miss Rose Brown of the Slip department was presented with a gift by her co-workers. Her wedding took place September 15. Much happiness to her!

The girls of the House Dress department wish to extend their sympathy to Miss Mary Nethers in the loss of her brother.

The employees are invited to visit departments 84 and 18 during the International Exposition. We will have some very interesting merchandise on display.

Mr. Kiefer of the Sixth Floor Linen department celebrated his 77th birthday October 22. We reported in the November Storagram of last year his record of attendance; he continues to walk to work and to keep up his good record.

Ninth Floor Notes

With the successful (and unsuccessful) ending of the World's Serum (with apologies to Altrock) and also the settlement of the Dempsey-Tunney fracas, the masculine population of the floor is beginning to look itself. During the period of these world-wide affairs one would have thought that "The Big Store" had a Press Box located on our floor.

Mr. Diehl again comes to the limelight with the fact that he has moved his place of residence from Crafton to the domains of Sheridan. His cousin, Mr. Kibler (and family) of the Piano Department, will share in the future joys of the new homestead. Health and Happiness in your new home, J. D. R.!

Helen Hausman of the Cretonnes is another eligible for the "B. Y. H." Association. Helen has been shorn of her pretty locks. We're still looking for members. NEXT?

Mr. Davis seemed to be "all smiles" at the result of the big series. We wonder why?

Mr. Reinard of the Rugs is to be congratulated on his promotion to the position of Assistant Buyer in his department.

Mr. Hock, salesman in the Rug Department, has had the distinction of being placed in charge of the entire stock. He succeeds Mr. Reinard.

Mr. Schmidt has returned to the Rug Department after a lapse of four weeks. He had the misfortune of being in an automobile collision which resulted in a broken leg.

Miss Donaldson has been transferred from Mr. Diehl's office to the Window Shade department as a coming star saleslady. Good luck, Mary!

THANKSGIVING

Once more the liberal year laughs out
  O'er richer stores than gems or gold,
Once more with harvest song and shout
  Is Nature's bloodless triumph told.

Our common mother rests and sings,
  Like Ruth among her garnered sheaves;
Her lap is full of goodly things,
  Her brow is bright with Autumn leaves.

Oh, favors every year made new!
  Oh, gifts with rain and sunshine sent!
The bounty overruns our due,
  The fullness shames our discontent.

God gives us, with our rugged soil,
  The power to make it Eden-fair,
And richer fruits to crown our toil
  Than summer-wedded islands bear.

Then let the altars, wreathed with flowers,
  And piled with fruits, awake again
Thanksgiving for the golden hours,
  The early and the latter rain.

—JOHN GREENLEAF WHITTIER.

Who Walks With Beauty

Who walks with Beauty has no need of fear;
  The sun and moon and stars keep pace with him,
Invisible hands restore the ruined year,
  And time, itself, grows beautifully dim.
One hill will keep the footprints of the moon
  That came and went a hushed and secret hour;
One star at dusk will yield the lasting boon:
  Remembered Beauty's white, immortal hour.

Who takes of Beauty wine and daily bread
  Will know no lack when bitter years are lean;
The brimming cup is by, the feast is spread,—
  The sun and moon and stars his eyes have seen
Are for his hunger and the thirst he slakes:
  The wine of Beauty and the bread he breaks.

—David Morton.